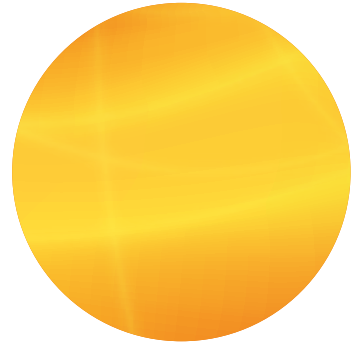
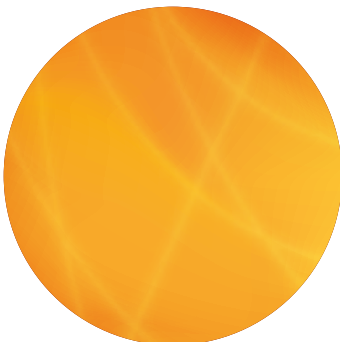




Cambridgeshire
Deaf Association

2018-19
Trustees Annual Report



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CDA's Vision

Cambridgeshire Deaf Association (CDA) exists to support the welfare and interests of Deaf people living in Cambridgeshire and Peterborough.

CDA works mainly with the Deaf community or people for whom deafness or deafblindness is a significant consideration when communicating.



Strategic Aims

Our Strategic Aims were set by our board of Trustees in alignment with our charity objectives set out in our constitution. They are to:

Grow

To grow the range of services, support and community events that we provide to the deaf people of Cambridgeshire.

Develop

To develop and demonstrate good governance.

Increase

To develop partnerships and fundraise to increase our financial security.

Campaign

To campaign for equality.

This report demonstrates how we have worked to achieve those aims in the year.

Trustees

Our board of Trustees met quarterly throughout the year. In each meeting the Trustees reviewed the financial position of the strategy against our budget and the performance of the charity against its strategic aims and annual plan and are aware of risks to the organisation. The board is made up of a mix of deaf and hearing people from a range of business, professional and charitable backgrounds.. Elaine Heath (Norfolk) resigned as a Trustee in February 2018 and we thank her for her time and positive contributions.

The board has a range of skills which benefit the Charity. The board will continue to seek to add new Trustees to the board with appropriate experience.





Support and Advocacy

Our Support and Advocacy teams continued to provide support to growing number of people in the Cambridgeshire and Peterborough Areas. Across all advocacy and casework we supported 230 individual people with a range of additional needs combined with deafness.

OSAS

Our Open Support and Advocacy Service (OSAS) operates in Peterborough, Cambridge, Huntingdon and Fenland each week. 40% of our referrals come via OSAS which demonstrates how important this service is to the deaf community and reflects a strong preference among people for face-to-face interaction.



Training and Development

Our Advocacy delivery is in partnership with NYAS (National Youth Advocacy Service) and VoiceAbility in the Total Voice Cambridgeshire and Peterborough service. Through this service we were able to provide advocacy to 85 deaf people in the year. We provided statutory advocacy and also community advocacy on a range of issues relating to people's care provision to supporting people in prison.

Advocacy

We invested in the training of our staff in the year with three members of staff undertaking formal training. This ensures we have the skills to best advocate for our clients. We provided independent advocacy to 96 people in the year on a range of issues many including advocating for deaf people, in court situations. Health was the number one reason people sought advocacy support from CDA.

Cambridgeshire Support for Deaf People

Our successful contract with Cambridgeshire County Council moved into its 5th year. We received 509 referrals for support, up from 450 in the previous year. The biggest reasons people contacted us for support were issues related to dealing with correspondence, benefits, housing, health and accessing other services.

Peterborough

We continued to support people who visited our Open Support Service on Monday's in Peterborough as part of our Total Voice Advocacy Service. For people who attended that were not eligible for advocacy, we offer support to quickly resolve any issues. The number of referrals we received were 239 which was a similar number to the previous year.

**Across all advocacy we
have supported 230
individual people with
a range of needs**





Community

CDA invests in developing the local deaf community.

Our Community Coordinator Ky Dai leads our efforts to increase the cultural and social development of the deaf community in our area with support from many other members of our staff and volunteers.

Membership

We relaunched our membership scheme to bring it into line with Charity Commission guidelines on membership charities. 100 deaf people joined to become members and have a say in the running of the charity. 30 people attended membership feedback events and members also enjoy discounts CDA has negotiated at coffee shops and restaurants.



Drop Ins

The deaf community is an important part of many people's lives and we place great importance on it. We run 12 events each month across the area we work in as well as trips and an Over 50s club. Our community events are a way to improve people's social experience and provide useful opportunities for deaf people to get support and information.

We recorded 2457 attendance at our community events including drop in which was 17% up on the previous year.

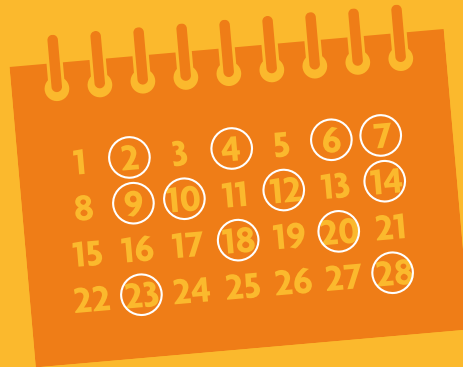
Sports

We had a successful year of sport. We received funding from Sport England, Santander and XXX which helped fund our Peterborough United Deaf Football Project and the Raptors deaf basketball team. The adult deaf football team provided sporting opportunity to 30 players and the basketball to 15 players throughout the year. Both the men's adult team for football and the basketball team finished second in their respective leagues.

The under 13s deaf football team won the national tournament and the under 16s finished second. Finally, the under-21 deaf futsal team won the national deaf futsal tournament and qualified for the champions league.



Our drop-in service numbers for 2018/2019



12 events
every month
across the area



2457 attendances
at our community events



Social Enterprises

CDA Life

Our CDA Life project providing personal care came to an end in May. Thank you to them for their support in providing this important service to deaf people with additional needs in our area.

CDA became CQC registered in its own right on June 1st 2019 and now provides the service independently to a small number of clients. We also have employed deaf people in the team to provide the service which is providing employment opportunities. We also promoted two deaf members of staff to the position of team leader.



Social Inclusion

We provided support to deaf people to access community services and become more independent. The number of clients we supported grew through the year.

Sign Language Academy

During the year we provided BSL classes to students in Peterborough, Cambridge and Huntingdon at level 1 and 2. We also ran a project called BSL at Home which taught BSL to deaf people in their own homes to improve this communication skills.

Deaf awareness training and media

We provide deaf awareness training to many groups and businesses in the year and undertook some work to provide BSL video translations..

**We're working
hard each day:**



10,000 hours of
care or support
provided



8 families taught
BSL in their
own home



Community Fundraising

We ran a community fundraising trial where a member of staff met people on the streets and at public events to explain about CDA's services. There was some success with 40 people signing up to support CDA.

Communications

Rebrand website

With support from Kiss Communications, we changed our brand identity and logo to wide approval from different sections of the community. We also relaunched our website. Thank you to Kiss for your help.



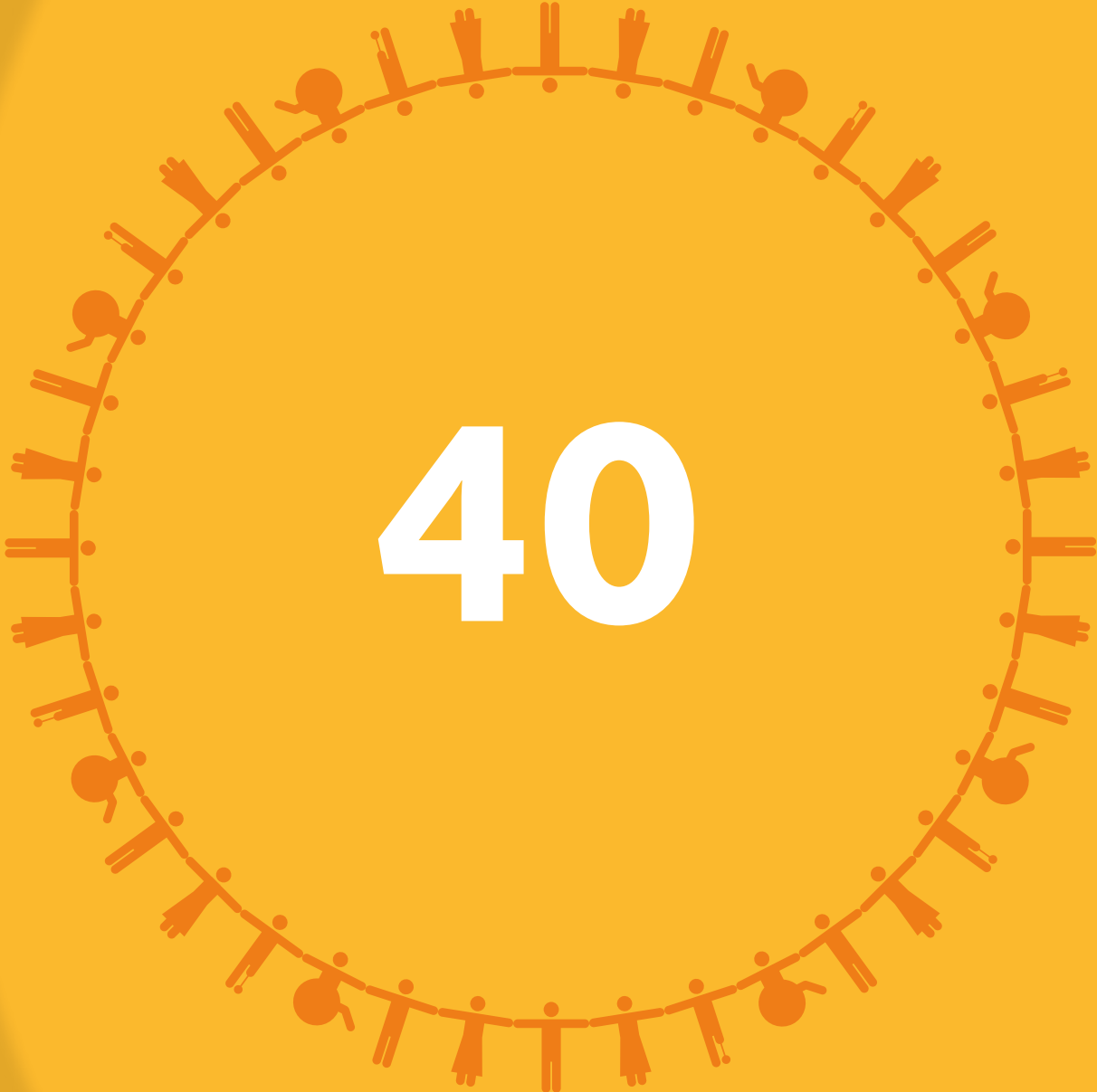
Social Media

We passed the 3,000 'likes' mark on Facebook and continued to use Facebook as our main channel to communicate with people. We now have over 150 videos on the platform. We also use Twitter and Instagram.

Newsletter (Update)

The newsletter called Update, continued to be sent to members or people who wanted to be on our mailing list. It contains news and information relating to the deaf community and CDA events news.

**Number of people signing
up to support us on our
fundraising trial:**



40



Videos

We are able to use our studio in Cambridge to create videos for our website and social media channels to a professional level.

BBC trial

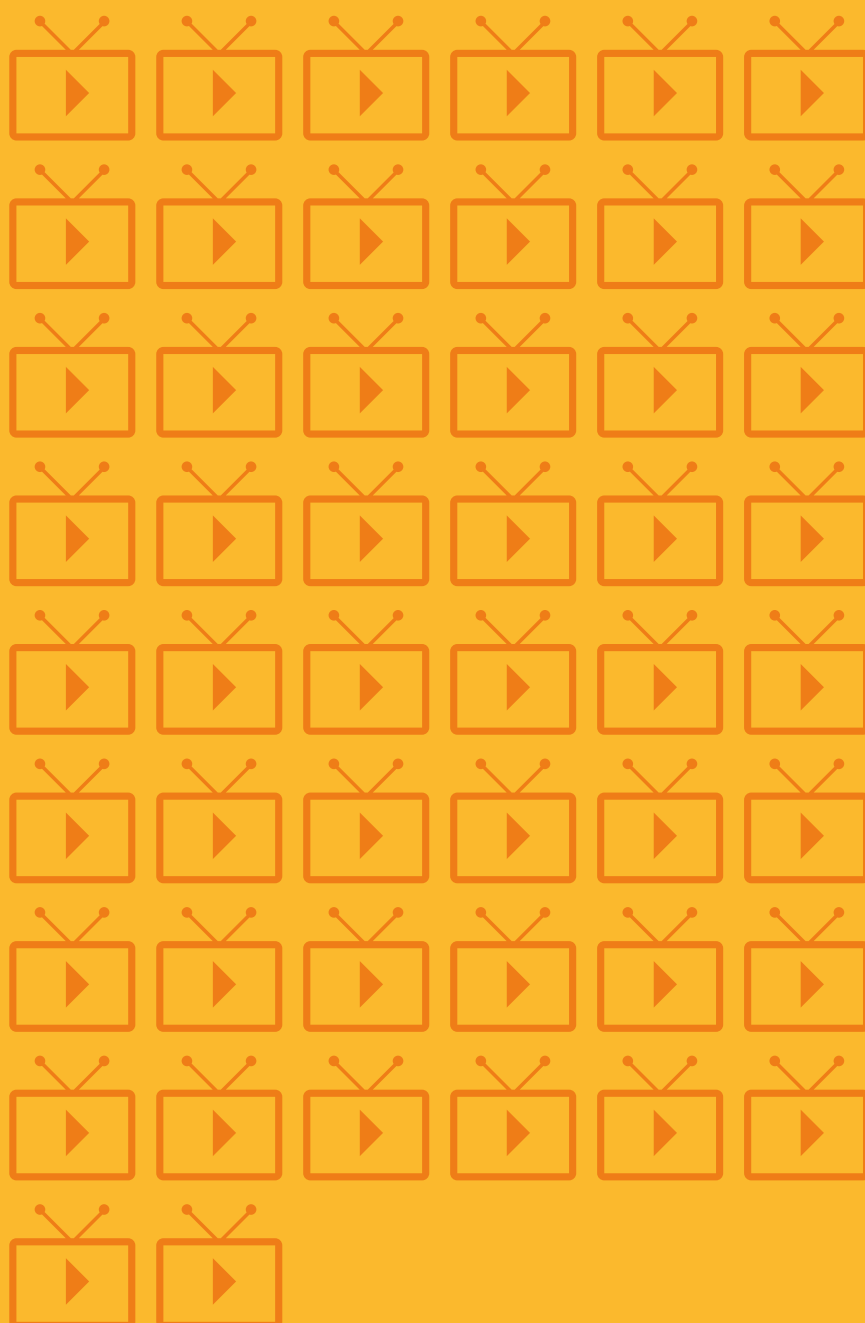
We worked with BBC Cambridgeshire to produce local news in British Sign Language. The trial was a success with many positive comments on social media. We created 4 episodes. Since then we have been working with BBC to see if we could progress the trial to a more permanent event.



Building

We continued to improve our building in Cambridge so that it is suitable for the deaf community. A new carpet was installed in the hall to improve acoustics and we won a bid to install solar panels, replace windows and improve the energy efficiency of the building.

**We created 50 videos this year
in British Sign Language to
share information with the
deaf community**





Thanks

CDA would like to thank all our supporters, volunteers, donors and partners. Without you, we would not be able to do our work.

Organisations and Businesses

Action Deafness
Allia Future Business Centre
Cambridge Regional College
Cambridgeshire and Peterborough
Domestic Violence Partnership
Cambridgeshire County Council
Camsight
Clarion
Daryl Jackson
Europress Print
Healthwatch
JCI Cambridge
Job Centre Plus
Mind
Nene Valley Basketball Club
Nene Park Trus
The Key Theatre
Cambridge Arts Theatre
North West Anglia NHS Foundation Trust
NYAS
Peterborough City College
Peterborough City Council
Peterborough United
Platform8 and Jumped Up Theatre
Satyam Yoga Centre
Sense
The Argo Lounge Peterborough
The Emmeline Centre
The High Flyer Ely
The Papworth Trust
The Park Inn
Voiceability
Women's Aid
The Lightbox
Rico Coffee Shop
Roasmunds Cafe Huntingdon
Bygones Cafe
Rose and Crown Wisbech
Cromwell Hotel, March

Trusts and Foundations

Albert Hunt
Barnabas Trust
Beatrice Laing Trust
Big Lottery Fund
The Boshier-Hinton Foundation
Cambridgeshire Community Foundation
Cambridgeshire County Council
Cambridgeshire Domestic Abuse and
Sexual Violence Partnership
Comic Relief
DWP
Earl of Fitzwilliam Trust
Evelyn Trust
Frank Litchfield Trust
Groundwork UK
Hudson Foundation
Huntingdon Freeman's Trust
Inman Charity
Kings College
Lottery Fund
Masonic Society
Morrison's Foundation
Mrs Smith and Mount Trust
Peterborough CAB
Peterborough City Council
Postcode Community Trust
Pye Foundation
Santander Foundation
Sport England
Strangward Trust
Voiceability
Woodroffe Benton Foundation

Software and IT Providers

Adobe
Breathe HR
Ghost IT
Microsoft
Slack

Volunteers

Angus McGuinness
Heather Owen
Julie Garner
Mary Godden
Ricky Bryant
Truyen Dai
Jan Smith
Ricky Bryant
Lynn Asante-Asare
Victoria Docherty
Lucy Brown
Kay Hardwick
Valerie Dupuy
Roxann Frost
Reece McDonald
Donna Wood
Silvana Brownstone
Elizabeth Hudson
Shonagh Wyatt
Sian Kerr
Charlie Fitzsimmons
Nigel Fiddy
Jackie Willmott
Alyssa Knisley
Jenny Lodge
Catarina Branco
Sue Askey
Victoria Belrhazy
Abygail Anghileri



Thank you in BSL



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